

**UTAH BOARD OF TOURISM DEVELOPMENT  
MEETING AGENDA**

**Wednesday, September 27, 2023 – 9:45-10:30 am**

**Dixie Convention Center, Entrada B+C  
1835 S Convention Center Drive, St. George, UT**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/87964363237?pwd=cjdjZVN5QWJieGpKQ01LU1Zkc2tkQT09>

**Meeting ID: 879 6436 3237**

**Passcode: 781797**

1. Welcome & Introductions: Kym Buttschardt, Chair - 9:45 am
2. Approval of Minutes: Kym Buttschardt, Chair - 9:55 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:00 am
4. International Plan Fiscal Year 2023/2024 - 10:05 am  
Rachel Bremer, Global Markets Director, Utah Office of Tourism
5. Announcements/Upcoming Events – Board and Public - 10:25 am

*The next board meeting will be held in Brigham City at the Brigham Academy Center, 58 N. Main Street, on Friday, Oct. 20 at 10 am.*

**Red Emerald Strategic Plan Imperatives**

1. Continue Powerful Branding
2. Prioritize Quality Visitation
3. Distribute Visitation
4. Enable Community Led Visitor Readiness
5. Improve Organizational Effectiveness